

2-1 THE CLUB CONCEPT.

2-1.1 GENERAL

2-1.1.1 Members and Activities: The Army club is a private organization established to provide dining and recreational facilities for its members. Eligible patrons include active and retired service men and women, their dependents, and authorized civilians of equivalent grade. Members of other military clubs are generally eligible for club privileges. Members pay dues, which may be flat rate or pro-rated by rank. The major club activity, and its major source of revenue, is the provision of meals and beverage service for members. Bingo and evening dances, with live entertainment, are popular activities in most clubs. In addition, the club provides facilities for a variety of parties and meetings ranging from wedding receptions to bridge playing. These meetings will generally require food and beverage service.

2-1.1.2 The Role of the Club: A well-managed and attractive club will play a significant role in maintaining installation morale. The club is the off-duty social center for its members and is the place on the installation which most approximates the civilian environment. The Army club is an unusual military facility in that it must produce revenue and support itself, in a way similar to its civilian counterparts, and is in competition with comparable facilities outside. On a remote installation this competition may not be significant, but for those installations located near major cities, civilian competition has a significant bearing on the club operation.

2-1.1.3 The Club Facility: The club facility establishes the character of the club and should appeal not only to the off-duty serviceman, but to his wife or date, and to civilian guests. A large club must provide a wide variety of atmospheres, from a cheerful informal bar to a dignified formal dining room comparable to the best hotel in town. Location, site planning and landscaping also play an important role in reinforcing the attractiveness of the club.

2-1.1.4 The Club and the Community: The Army club also plays a role in the community beyond the base. The club may be used for community events, meetings of local interest groups and the like. To the extent this is done, the club improves its earning situation and serves as a community resource; however, the facility and its operation must respect first the needs of its own membership. To the extent that the club welcomes civilian guests and community activities, it represents the Army to the civilian population and community, and as such can assist significantly in presenting a favorable image.

2-1.2 CLUB ACTIVITIES

2-1.2.1 Summary of Activities: The activities of the typical club are summarized in Table 2-1. Clubs may emphasize one activity as against others depending on local management and membership taste.

Table 2-1 Typical Club Activities

formal - waitress service	dining
buffet	
snack	
cafeteria	
outside service	
Staff	
catering on installation	
at bar	beverage service
at table	
outside service	
catering on Installation	
formal	dancing
folk	
rock	
ethnic	
individual entertainers	performance
bands	
bingo	games
pool	
bridge	
amusement machines	
t.v. watching	recreation, indoor
writing	
talking	
Office activities	administration
accounting	
document reproduction	
food	receiving
liquor	
goods	
food	storing
liquor	
goods	
food	preparing
beverages	
food	serving
beverages	
liquor (package)	selling
other	
parties	special activities
weddings	
large with meal	
small with meal	
cleaning	maintenance
repairing	
replacing	
changing building	
moving equipment	
moving typical supplies	
circulating point to point	circulation
circulating at random	

2-1.2.2 Change: The club is a dynamic institution that reflects the social changes around it, expressed in habits of dress, relationship and activity. In addition, military installations are subject to long-term growth or shrinkage and are often subject to change through high-level policy decisions. The club facility must be designed to be adaptable both to evolving social changes and to changes in size and type of membership. The club must be easy to remodel, easy to expand, and easy to contract, with spaces that are readily adaptable to other uses.

2-1.3 CLUB USERS

2-1.3.1 Summary of Users: Officers and NCO club users are summarized in Table 2-2 and 2-3. It can be seen from Table 2-2 and Table 2-3 that club users form a large number of groups, and each group has its own set of needs and desires that the club must try to satisfy. In this, the club differs from its civilian counterpart which generally can cater to a narrower range of users, with consequent simplification of facility planning and club operation. The two most significant groups which affect the planning of the club are the senior and junior members. In general, senior members are more comfortable in a formal atmosphere, while junior members are more responsive to the informal and egalitarian trends in civilian life. To the extent that separate activities and facilities can be maintained for these two significant groups, club membership and revenue will benefit. The smaller club will be forced to compromise--at least in facilities--between the demands of these two groups. In large clubs the problem has been most successfully resolved by completely separate facilities, in which the main club for the senior members is supplemented by separate, informal facilities aimed at the needs of the younger members.

Table 2-2 Officers Club Users by Age Group

Age	18-24	25-34	35-44	45-59	60+
Active Duty officers					
Retired officers					
Civilian employees					
Wives					
Widows					
Guests, male					
Guests, female					

Table 2-3 NCO Club Users by Age Group

Age	18-24	25-34	35-44	45-59	60+
Active Duty NCOs					
Retired NCOs					
Civilian employees					
Wives					
Widows					
Guests, male					
Guests, female					

2-1.3.2 Women Users: Women are another significant group with specific needs. In general the number of women service personnel on an installation is small. A successful club is attractive to women members and guests, since its revenue is significantly affected by the extent to which male members feel inclined to take their wives or dates to club activities. The same generation gap also applies here, for the rock band and the swinging informal bar atmosphere appropriate to the junior member's date may not appeal to the senior member's wife.

2-1.3.3 Other Users: Civilian employees, whose number at a large base may be considerable, are also a special group to whom to appeal, and their age level will also affect their demands. Children are not a significant user group, for the club by and large is an adult-oriented facility. At the other end of the scale, retired officers and their dependents form a significant user group in some locations. Where this is so, provision for the handicapped will be of special concern. The split in tastes between the young members and retired service members is even greater than that between junior and senior active service members.

2-2 PLANNING THE CLUB.

2-2.1 GENERAL

2-2.1.1 Officers and NCO Clubs

- A. Similarities: The functional requirements for officers and NCO clubs are similar and the planning problems encountered in both are identical.
- B. Program Differences: More dining area relative to bar area is provided in the officers club than in the NCO club. This program variation is detailed in the program development section (Section 2-2.3).
- C. Character Differences: Officers clubs will generally have a more formal design image, both exterior and interior, than the NCO club. The officers club will generally be used for important visitors to the installation, and plays an important role in expressing the desired character of the installation.

2-2.1.2 Joint Club Facility

- A. Description: The joint club facility refers to a single facility designed to accommodate both the officers and NCO clubs. This type of facility has been developed in response to escalating costs of construction and operation. Economics are realized by facilities sharing one kitchen, and administration space can be reduced.
- B. Planning: The joint club facility must be planned so that privacy is maintained between officers and NCO facilities. Entrances should be separated and planning should be arranged so that, within the building, officers and NCOs do not cross paths.

2-2.1.3 Trends

- A. Remodeled Facilities: Increasing construction costs will tend to result in increased use of remodeled facilities for clubs. The same programming and planning requirements apply as to a new facility; however, more specialized design skills may be necessary to provide attractive and functional space. A remodeled facility may provide spaces and an atmosphere that, utilized imaginatively, can be superior to that of a new facility.

- B. Adaptability: Many clubs in the last few years have had to adapt to a declining enrollment caused by the overall reduction in the military establishment. At the same time installation closings may result in consolidation and an abrupt increase in membership at another installation. These trends require facilities that can adapt both to expansion and contraction. Particular attention should be paid to planning those areas in the club that are most likely to expand or contract, and structural systems in particular should be selected with a view to their adaptability to changing functional requirements.

2-2.2 SPACE CLASSIFICATION

2-2.2.1 General: The format of the space description establishes three classifications of space as shown in Table 2-4. Key numbers are assigned to each space. All plans and sections in this guide are keyed using the same numbers.

2-2.2.2 Generic Space: The club spaces are classified into 14 generic spaces. The main basis for this classification is the identification of distinct functional, environmental and spatial requirements for each generic space.

2-2.2.3 Space Types: Where appropriate, generic space is broken down into variations of the generic space. The basis for this breakdown is the identification of distinct requirements for the space type within the generic space requirements. Not all generic spaces are accompanied by space type variations.

2-2.2.4 Sub-spaces: This classification represents specific functional spaces within the generic space, or spaces that are closely associated with it. In general, sub-spaces represent functions that always occur in relation to the generic space.

2-2.3 SPACE PROGRAM DEVELOPMENT

2-2.3.1 Determining Gross Floor Area: Two basic situations will be encountered in the development of space programs. The first is the development of a space program for a new facility, for which no managerial or operational experience exists. The second situation is the programming of a replacement facility or addition, for which operating history of the existing club will be available. In both instances the initial program activity requires the establishment of a gross floor area for the facility.

Table 2-4 List of Spaces

<u>Generic Space</u>	<u>Space Type</u>	<u>Sub-Space</u>
1 - Entry		coat room telephone room
2 - Dining Room		serving counter maitre'd station cashier station waitress station service bar telephone facilities
3 - Bar	cocktail lounge informal bar stag bar service bar mobile bar	storage
4 - Kitchen		delivery & receiving storage preparation cooking holding & serving clean-up & dishwashing staff facilities
5 - Ballroom/Multi-Use		dressing rooms
6 - Party Room		
7 - Recreation Room, quiet (Q)	reading room t.v. room, lounge	
8 - Recreation Room, noisy (N)		
9 - Administration Space	office, cashiers office, reproduction	
10 - Rest Room	toilet - men's women's power room - women's	
11 - Storage	general - tables & chairs garbage	
12 - Maintenance space	shop, janitor's closet	
13 - Mechanical Space	mechanical room electrical room compressor room	
14 - Locker Room	staff locker room - men's women's	

- A. New Facility: DOD Construction Criteria Manual 4270.1-M specifies maximum allowable gross areas for officers and NCO clubs. In the absence of any other information, such as operational projections to establish the number of meals to be served in the dining room, tables 2-5 and 2-6 may be used to establish a gross square foot area for the facility based on the military strength as defined in DOD 4270.1-M. With the gross floor area established, the criteria can be used to develop a space program for each generic space.
- B. Replacement Facility, or Addition: The space program for a replacement facility or addition must be worked out in concert with the management of the existing facility, who must provide estimates of utilization of critical activities in the new club. These figures can be derived from past history of the club, plus judgments as to increased patronage anticipated when the new facilities are completed.
- c. Critical steps for space programming are:
 - 1. Estimate average number of meals and types of service" to be provided by dining room at each meal. From this, the size of the dining room can be established, as described in Section 3-2.
 - 2. Size of kitchen can be established from the size of dining room, as described in Section 3-4.
 - 3. Estimate average attendance at functions in multi-use space, particularly dances and bingo. From this estimate, the size of the multi-use space can be established, as described in Section 3-5.
 - 4. Estimate frequency and size of party and meeting functions to be accommodated. From this estimate, the requirement of separate party and recreation rooms can be established, as described in Sections 3-6, 3-7, 3-8.
 - 5. The dining room, multi-use, party rooms and quiet and noisy recreation rooms represent the revenue producing spaces of the club. Estimate gross area of the club as equal to area of revenue producing spaces x 2.
 - 6. With major spaces established, and gross area established, remaining spaces can be programmed on basis shown in tables 2-5 and 2-6.

7. Where estimated gross area exceeds allowances in DOD 4270.1-M, a space exception must be requested by the using service.

Table 2-5 Sizing for Generic Spaces: Officers Clubs

Generic Spaces	
1 - Entry	5% of gross floor area
2 - Dining Room	*based on meals served
3 - Bars.	7-12% of gross floor area
4 - Kitchen	*based on size of dining room
5 - Multi-use	20-25% of gross floor area
6 - Party Room	*
7 - Rec. Room (Q)	3-5% of gross floor area
8 - Rec. Room (N).	*
9 - Administration	*0-5% of gross floor area
10 - Rest Rooms	3-4% of gross floor area
11 - Storage	2% of gross floor area
12 - Maintenance	1-3% of gross floor area
13 - Mechanical	4-5% of gross floor area
14 - Lockers	*
Circulation	*not to exceed 10% of gross floor area
* See criteria for each generic space in Section 3 for further details of sizing basis.	

Table 2-6 Sizing for Generic Spaces: NCO Clubs

Generic Spaces	Sizing Basis Allowance
1 - Entry	5% of gross floor area
2 - Dining Room.	*based on meals served
3 - Bars	10-15% of gross floor area
4 - Kitchen	*based on size of dining room
5 - Multi-use	20-25% of gross floor area
6 - Party Room	*
7 - Rec. Room (Q)	3-5% of gross floor area
8 - Rec. Room(N)	*
9 - Administration	*0-5% of gross floor area
10 - Rest Rooms	3-4% of gross floor area
11 - Storage.	2% of gross floor area
12 - Maintenance	1-3% of gross floor area
13 - Mechanical.	4-5% of gross floor area
14 - Lockers	*
Circulation	*not to exceed 10% of gross floor area
* See criteria for each generic space in Section 3 for further details of sizing basis.	

2-2.3.2 Space Program Examples: To demonstrate the use of the guide, seven examples are shown in Section 7 exemplifying small, medium and large officers and NCO clubs, and one joint club facility.